

Abstract of the Disclosure

In cases where a consumer desires to receive digital content from a digital content retailer through a network, information designating the digital content and a digital content transmission condition such as a transfer rate and a transmission time-zone are sent to the digital content retailer through the network. The digital content retailer reserves the transfer rate and the transmission time-zone in the network and downloads the digital content to the consumer through the network at the digital content transmission condition according to the reservation. After the downloading of the digital content is completed, the consumer pays a charge for the digital content itself and a transmission charge corresponding to the digital content transmission condition to a credit company, the credit company pays the charges to the digital content retailer, and the digital content retailer pays the transmission charge to a network operator managing the network. Therefore, the consumer can specify a time condition like the transmission time-zone for the downloading of the digital content. Also, because it is not required that the consumer directly pays the transmission charge to the network operator, the payment of the consumer can be efficiently performed.